Principal Profile

Principal Name: The Alliance

Business Or Interest: Anot-for-profit cooperative of employers moving health care forward by

controlling costs, improving quality, and engaging individuals in their

health.

 ${\color{red}\textbf{Lobbying Interests:}} \ \textbf{Health care, health insurance and employer sponsored health benefits.}$

CEO Name: Cheryl DeMars

Title: CEO

Contact Name: Cheryl DeMars
Address: PO Box 44365

City, State, Zip: Madison, WI 53744-4365

Phone: (608) 210-6621 Fax: (608) 276-6626

E-mail: cdemars@the-alliance.org **Web Site:** http://www.the-alliance.org